



EMPLOYMENT OPPORTUNITY

Town of Lexington

We are currently accepting applications for the full-time (35hrs/wk) position of:

Economic Development Coordinator Department of Land Use, Inspectional Services and Economic Development

Starting Salary Range: \$52,672 - \$61,910
Excellent benefits package

**The REQUIRED Town of Lexington application form and cover letter must be
received in the Town's Human Resource Department
by Friday, August 21, 2015**

GENERAL SUMMARY:

Under the direct supervision of the Economic Development Director, the Economic Development Coordinator will perform a variety of technical and professional work to advance the economic development efforts of the Town with a focus on tourism and leveraging the local visitor-based economy. The individual selected for this position must be detailed oriented with general knowledge of economic development policies and programs as well as promotion and marketing of the Town's cultural and historic assets. The individual will be self-motivated, organized and experienced in fiscal management and be able to manage community relations. The Economic Development Coordinator will be responsible for managing the administrative aspects of the Economic Development Office, the Liberty Ride Bus Tour, Battle Green Guide programs, developing and implementing marketing initiatives, as well as perform analysis and project management associated with economic development initiatives.

ESSENTIAL JOB FUNCTIONS:

- ◆ Performs special projects and other related duties as required, directed, or as the situation dictates. Projects may require collection and analysis of a variety of statistical

data, the preparation of reports and maps on topics such as census information, sales, land use, tax base data, and hotel occupancy and meals tax.

- ◆ Conducts research into relevant economic development issues, gathers and analyzes data, and prepares studies and policy actions related to current economic development issues and goals of the Tourism Committee.
- ◆ Provides technical information and support to the Tourism Committee; and performs follow-up action, and conducts additional research as directed by the Economic Development Director.
- ◆ Analyzes various data – such as visitation data, sales data from the Visitor Center, etc. -- for monthly reports as needed.
- ◆ Monitors web statistics and sets benchmarks to gauge success of the projects.
- ◆ Prepares, maintains and manages the content for publications, brochures, advertisements, and Economic Development Office, Visitor Center, and Tourism websites.
- ◆ Attends Tourism Committee meetings.
- ◆ Attends various other committee and board meetings as assigned to provide technical and staff support.
- ◆ Assists in the evaluation of land use policies, ordinance amendments, and other proposals as they relate to economic development issues.
- ◆ Assists in preparation of and research for grant applications for tourism and cultural affairs.

SUPERVISORY RESPONSIBILITY:

None.

MINIMUM EDUCATION & EXPERIENCE:

Any combination of education and experience equivalent to a Bachelor's degree with course work in Business/Marketing, Planning, Cultural Affairs, or from an accredited college or university with two to three years of experience. Strong computer skills and specific knowledge of Microsoft Excel and computer graphics preferred.

QUALIFICATIONS:

Knowledge of:

- ◆ General knowledge of economic development policies, programs, and understanding of regional tourism elements.
- ◆ Principles and practices of marketing, urban planning, and economic development
- ◆ Microsoft Office and Excel; and modern office methods, practices, and computer equipment
- ◆ Social media, website management and web-based marketing, marketing and public relations practices.

- ◆ Knowledge of Adobe Creative Suite and/or Geographic Information Systems is preferred
- ◆ Federal, State and local laws, codes and regulations related to planning, zoning, and land divisions

Ability to:

- ◆ Enthusiastically and courteously work with the general public and maintain cooperative and effective working relationships with colleagues and community volunteers
- ◆ Quickly learn software programs that are deemed relevant to facilitate assigned work
- ◆ Establish and maintain cooperative and effective working relationships
- ◆ Organize and prioritize to accomplish one's work plan
- ◆ Communicate clearly and concisely, both orally and in writing
- ◆ Analyze and compile technical and statistical information, and write technical reports
- ◆ Develop and deliver public presentations
- ◆ Gather, analyze, and prepare concise and informative reports; knowledge of PC applications, especially Microsoft Office Products and the Internet

WORKING CONDITIONS & PHYSICAL DEMANDS:

Some work is performed outdoors while conducting site visits, requiring moderate physical effort and exposure to various hazards. May be required to lift and/or move objects up to 25 pounds.

The majority of work is performed in a normal office setting not subject to extremes of temperature, noise, odor, etc. Operates computer, printer, photocopier, scanner, fax machine, and other office equipment requiring eye-hand coordination and finger dexterity. Frequently required to sit for extended periods of time.

The above statements are intended to describe the general nature and level of work being performed by people assigned to do this job. The above is not intended to be an exhaustive list of all responsibilities and duties required. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.

***External and internal applicants, as well as position incumbents who become disabled as defined under the Americans With Disabilities Act, must be able to perform the essential job functions (as listed) either unaided or with the assistance of a reasonable accommodation to be determined by management on a case by case basis.**

This job description does not constitute an employment agreement between the employer and employee, and is subject to change by the employer, as the needs of the employer and requirements of the job change.

APPLICATION PROCESS

All applicants are required to complete a Town application form, available from the Internet at www.lexingtonma.gov, emailing jobs@lexingtonma.gov, calling (781) 698-4593 or by visiting the Human Resources Department. Resumes may be attached to the application form as additional information, but cannot serve as a substitute for completing the required application form.

Application and resumes must be received in the Town's Human Resource Department by Friday, August 21, 2015.

The Town reserves the right to modify the application deadline, and/or accept applications after the deadline, to best serve the interest of the community.

After the deadline all applications will be reviewed and the most highly qualified candidates will be invited to one or more interviews. All applicants will be notified of their standing in the process as soon as a decision has been made regarding their individual application.

Individuals who need accommodations in order to participate in this process should contact the Human Resources Department.

Questions regarding this hiring process should be addressed to the:
Human Resources Department
Town of Lexington
1625 Massachusetts Avenue
Lexington, MA 02420
(781) 698-4593